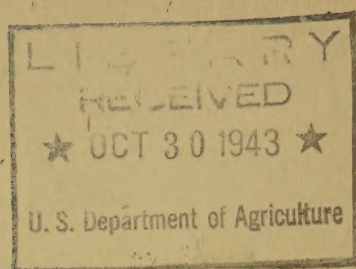


1913
H3E x 22
1003
Extension Service, United States
Department of Agriculture.
Enclosure in Home Management
Letter, October 1943



EXCERPT FROM
MAGAZINE WAR GUIDE FOR DECEMBER 1943-JANUARY 1944*

(For Editors and Writers)

1. CONSERVING OUR RESOURCES: A seven-industry voluntary conservation program aimed at saving manpower, fuel, scarce materials, and equipment through careful use of coal, oil, gas, electricity, water, communications, and transportation has just been started. Sponsored by the seven industries involved and the War Production Board, the solid Fuels and Petroleum Administrators for War, and the Office of Defense Transportation, the campaign is directed toward household, commercial, and industrial users of these critical resources.

All of us now are asked to be sparing with everything that also is used in the conduct of the war. As the war intensifies, we need more, not less, in order to drive home the winning blows. What we can save at home brings nearer Surrender Day for our enemies. We can spread the supply of coal, oil, and gas; cut down on the use of fuel from which electric power is generated by adopting willingly a "brown-out" of outdoor illumination and stopping waste of electric light and power in our homes; help railroads to keep essential freight moving; clear the telephone lines for vital war messages. Savings in a single home may seem small, but in millions of homes they lump large.

The OWI plans a December information campaign under the slogan of "Fight Waste" to bring about a better understanding of conservation as such, and to bring all Government conservation programs together into a related whole.

*Dorothy Ducas, Magazine Bureau, Office of War Information, Social Security Building, Washington 25, D. C.

1277-43

FIGHT WASTE

<u>Save</u>	<u>Because</u>	<u>How?</u>
<u>:Coal:</u>	:It is basic to our economy.	:Heat-seal your home.
	:Elimination of wasteful heating practices means 20,000,000 extra tons for war plants.	:Keep furnace in efficient condition.
	:It means money savings for the consumer.	:Cut the heat load your system carries.
	:It relieves local distribution facilities, saves wear and tear on railroad and truck equipment.	:Keep temperatures down to 65° by day, lower at night
	:We can help avert shortages.	:Use as little hot water as you can.
<u>:Oil:</u>	:There is now a shortage of petroleum products themselves.	:Same as for coal
	:More crude oil is going into high octane gas, TNT, synthetic rubber.	
	:It would lighten the transportation, manpower, and equipment load on local distributors.	
	:Elimination of waste means lower fuel bills and longer life for oil-burning equipment.	
<u>:Gas:</u>	:Natural and manufactured gas are required for war production, home heating, water heating, cooking.	:Same as coal and oil, where gas is used for house heating.

SaveBecauseHow?

: Manufactured gas requires large	:	: Never use gas range for	:
: quantities of coal, coke, and oil	:	: heating purposes.	:
: for its production.	:	: Use less water in cooking.	:

:	:	: Keep range clean and prop-	:
:	:	: erly adjusted.	:

:	:	: Cook one-dish and oven meals.	:
---	---	---------------------------------	---

:	:	: Never leave gas refrigerator	:
:	:	: door open; defrost regularly.	:

:	:	: Cool foods before placing in	:
:	:	: gas refrigerator.	:

<u>: Electric-</u>	:	<u>: Electric power is generated large-</u>	:	<u>: Turn off all lights not</u>	:
<u>: city</u>	:	:	:	<u>: needed.</u>	:

: ly through use of coal, petroleum,	:	: Turn off fans, radios, and	:
--------------------------------------	---	------------------------------	---

: or natural gas, badly needed in	:	: other electrical appliances	:
-----------------------------------	---	-------------------------------	---

: war production. Even water power	:	: when not needed.	:
------------------------------------	---	--------------------	---

: often must be augmented by fuel.	:	: Same as gas re electric re-	:
------------------------------------	---	-------------------------------	---

: Critical materials are used in	:	: frigerators.	:
----------------------------------	---	----------------	---

: lamp bulbs and to maintain elec-	:	:	:
------------------------------------	---	---	---

: tric facilities.	:	:	:
--------------------	---	---	---

<u>: Water:</u>	:	<u>: Manufacture of steel, gunpowder</u>	:	<u>: Repair leaky faucets.</u>	:
-----------------	---	--	---	--------------------------------	---

: guns, planes, tanks has increased	:	: Shut faucets tight, avoiding	:
-------------------------------------	---	--------------------------------	---

: greatly the industrial use of	:	: drips.	:
---------------------------------	---	----------	---

: water.	:	: Use care in sprinkling lawns	:
----------	---	--------------------------------	---

: Population shifts have added thou-	:	:	:
--------------------------------------	---	---	---

: sands of new consumers to city	:	:	:
----------------------------------	---	---	---

: water systems.	:	:	:
------------------	---	---	---

Save

Because

How?

	:Fuels and important chemicals are	:
	:used in large quantities by water	:
	:systems.	:
	:Efficient operation of water serv-	:
	:ice, with a minimum outlay of	:
	:critical materials, equipment, and	:
	:man-hours for new projects, is de-	:
	:sirable.	:
<hr/>		
:Communi-	:War has created greatest demand	:Don't make unnecessary long-
: cations:	:for telephone service in history.	:distance calls.
	:Materials and manpower to maintain:	:Limit conversations.
	:service have declined.	:Avoid calling "Information"
		:if number is listed:
		:Avoid calling between 7 and
		:10 p.m. so members of armed
		:forces can get calls through
		:when free.
		:Handle telephone instruments
		:with care.
<hr/>		
:Transport-	:The load on railroads and busses is:	:Don't travel unless your trip
:tation :	:very heavy with demands for ser-	:really is essential.
	:vice by armed forces.	:If you must travel, go and
	:Automobile production has stop-	:return in middle of week.
	:ped and autos now in existence :	:Avoid holiday travel.
	:must be maintained to carry	
	:their share of war traffic.	

Save

Because

How?

:Rubber, gasoline, critical materials:

:and manpower for repairs are short :

:New buses and street cars are being :

:produced only in limited quantities :

For additional information desired for the preparation of articles about the seven-point program ask the Magazine Bureau office of War Information for the names of specialists in each field.

